

Anti-Idling Campaign Final Report

Introduction:

Our campaign, which was originally slated for the spring of 2020, focused on informing the public about the new by-law, on providing information on the benefits of not idling, and on changing driver behaviour to reduce idling. Unfortunately, with advent of COVID, our campaign, which was postponed until this fall, had to be altered and scaled down.

We were unable to collect baseline data on vehicle idling and thus measure any differences in driver patterns. As a result, we are unable to assess any changes in driver behaviour.

Action completed:

However, we were successful in promoting awareness about the new by-law and in informing the public (as much as COVID restrictions would allow) about the benefits of anti-idling. To this end, CPEAC undertook the following work:

September

- Designed a new anti-idling by-law sign

October

- With the support of the town and local schools, had numerous anti-idling signs installed in various locations including all major town facilities such as the arena and the pool as well as at all area schools
- Participated in an on-air interview about the new by-law and the benefits of reduced idling on Lake 88
- Published an article in the EMC and Inside the Ottawa Valley
- Posted a social media release on the town website, Facebook page & CP Scoop as well as on the CPEAC website & Facebook page
- With the support of Linda Seccaspina, posted a social media release on her Facebook and Twitter page

November

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- Had a Grade 4/5 class at St. Mary's participate in a poster contest and put up several posters at local businesses
- Put up numerous information posters (designed by the town staff & the CPEAC) at local businesses

December

- Ordered 10 signs & posts that will be put at local businesses including the Hunger Stop Food Bank, Mitchell's Independent, Carleton Place Plaza (LCBO, Starbucks, the Beer Store) and Giant Tiger

Follow Up:

When the situation permits, CPEAC may consider pursuing an education campaign in local schools, as was originally planned for the spring of 2020.